



Founded in 1997, The inSHAPE Fitness team is a passionate group of fitness experts, personal trainers, yoga instructors, pilates teachers, massage therapists, and nutritionists. The inSHAPE team is educated, diverse in their skills, teaching styles, and stay informed on the latest health and wellness research. With years of experience, degrees in health related fields, and certifications with top fitness organizations, inSHAPE is the leader in gym-free fitness. inSHAPE works with clients to devise and deliver practical and efficient exercise programming based on logistics, abilities, goals, and schedules.

inSHAPE Fitness hosts group sessions as well: the Civilized Boot Camp in Central Park and Moms Boot Camp is offered in warmer months, as is the Clubs inMOTION Golf Program; and Corporate Fitness Programs are on-going throughout the year. inSHAPE works tirelessly to spread its message to skip the gym and publishes a complimentary equipment free workout each week along with a podcast of this session. inSHAPE is also the creator of the GO Band™, a portable mini-resistance band, which is revolutionizing the way people attack their in-home strength routines.

Kimberly Watkins, C.P.T.

inSHAPE Fitness Owner and Celebrity Personal Trainer

Kim is a functional fitness specialist and creates customized exercise programming for clients in their homes, via Skype, and online radio/podcasts. She is certified as a Personal Trainer and as a Pre/Post Natal Coach through the American Council on Exercise. Kim is also Managing Partner and Head Trainer at **inSHAPE Fitness**. In her "day" – or "crack-of-dawn" - job, Kim visits clients, runs the day to day operations of the company, spearheads the Civilized Boot Camps in Central Park and writes the company's weekly newsletter, blog, and tweets. She manages the inSHAPE marketing team, website, and other administrative activities as well. She also consults with all new clients, assesses their posture and gait, tests their balance and strength, and guides them through at least one workout before they are typically matched up with one of the company's other expert trainers.



Kim doesn't like the gym, and she hasn't belonged to one in years. Unlike most personal trainers, Kim entered the industry because of this fact, to prove that people don't need to go somewhere in order to stay strong and healthy. Though she is happy to workout on the floor of the gym in an apartment building or corporate facility, her passion comes from showing people how the space in their homes or offices, coupled with body weight resistance and a little creativity, is virtually all one needs to transform their bodies and liberate themselves from the commercial gym.

Kim is also a running coach for the New York Road Runners Club charity, Team for Kids. This national team of more than 1500 novice runners trains with Kim and several other coaches in preparation for the ING New York City Marathon in November each year. Kim has completed five marathons (three in New York City, Paris, and Bermuda) and countless half-marathons and other distances. She recently won her age group in a 5K Turkey Trot and will be competing in several road races over the winter.

Kim hails from southern Virginia, lives near Central Park in New York City, and she and her husband Brian have a three-year old daughter, named Harper, who is reason enough to stay fit and stay as close to home as possible.